

**Job Title:** Graphic Design and Marketing Specialist

**Reports To:** Director of Outreach and Public Affairs

**Department:** Outreach and Public Affairs

**FLSA Status:** Exempt

**Summary:** The National Minority AIDS Council (NMAC) represents a coalition of community-based organizations and AIDS service organizations that work with the faith community and health departments, advocating and delivering HIV/AIDS services in communities of color nationwide. Since 1987, NMAC has developed leadership in communities of color through a variety of advocacy campaigns, public policy education programs, national conferences, research programs, capacity building, technical assistance and trainings, and social marketing campaigns, including digital and electronic resource materials.

The Graphic Design and Marketing Specialist will report to the Director of Outreach and Public Affairs and assist in developing a communications plan that leads to the highest possible general awareness of NMAC and to research, write, design, and edit a variety of communications pieces that support our mission and programs. He/she will also work closely with other divisions/departments within the organization to meet various program deliverables.

### **Responsibilities**

- Design, lay out and produce a variety of marketing collateral, graphics, and signage in various formats
- Research, write, design and edit communication pieces including NMAC marketing and collateral materials (brochures, etc...), infographics, data sheets, direct mail pieces, emails and presentations
- Coordinate the agency's presence in social media, including Facebook, Twitter, and YouTube
- Plan, record and edit various educational and promotional videos
- Generate ideas for and initiate integrated marketing campaigns that maximize brand awareness
- Collaborate with others across the organization to develop content
- Develop and design marketing deliverables to support development, marketing and organizational communications
- Work with the Director of Outreach and Public Affairs to manage media relations and pitch stories about NMAC, its programs and issues related to HIV and minority communities
- Work with Director of Outreach and Public Affairs to update the website and distribute constituent emails/communications

- Identify creative opportunities to maximize NMAC's messages across all constituents
- Identify opportunities to maximize positioning and messaging across all communication channels.

### **Qualifications and Experience Required**

- Bachelor's Degree in Marketing or equivalent discipline
- 2-4 years of experience preferred
- Nonprofit, public health or campaign experience preferred
- Highly proficient with Adobe suite including InDesign, Photoshop, Illustrator, Acrobat, etc.
- Extensive knowledge and proficiency with all Microsoft Office tools
- Previous graphic design experience as well as researching and writing communication collateral
- Familiarity with Wordpress and Convio/Blackbaud online marketing systems preferred
- Attention to detail, capable of editing and possessing excellent proofreading skills
- Ability to multi-task multiple projects at a time
- Ability to work collaboratively in a team environment
- At least a general understanding of the science around HIV and commitment to social justice

### **Additional Desired Experience**

- Working knowledge of various distance and online learning platforms, including GoToTraining and other learning management software

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